

**Classification: Operations Program Associate**  
**Working Title: Membership Coordinator**  
**Location: Madison, WI**  
**Wisconsin Public Radio/Educational Communications Board**

### **Position Summary**

Under the general supervision of the Membership Director, the Membership Coordinator performs a variety of project and support functions for the Membership Department of Wisconsin Public Radio. This position manages routine functions of the membership team, provides back-up for member and listener communication, plays an active role in on-air pledge drives, and contributes to planning and strategy discussions. In addition, the Membership Coordinator manages the thank-you gift inventory and mailing.

### **Goals and Worker Activities**

#### **40% A. General Departmental Duties**

- A1. Assist with data entry and reports.
- A2. Assist with routine office tasks: shredding, copying, scanning, etc.
- A3. Manage ad-hoc projects.
- A4. Order and manage unit supplies.
- A5. Assist with, or prepare and send, ad-hoc membership mail communication. Perform data merges, printing, envelope stuffing and sending.
- A6. Contribute to unit planning and strategy discussions.
- A7. Actively participate in multi-year, organization-wide member database exploration and possible conversion.
- A8. Arrange meeting logistics and materials
  - a. Coordinate multiple schedules to identify dates.
  - b. Identify and secure meeting rooms/locations.
  - c. Coordinate food services when necessary.
  - d. Prepare agendas and meeting materials.
  - e. Take and distribute meeting notes.
  - f. Arrange and organize occasional travel for the membership staff, as needed, including tracking for budget and reporting purposes.
- A9. Assist with registration and other logistical support at Major and Planned Giving events, as needed.
- A10. Provide additional support to the Membership Director and Membership team as assigned or apparent.

#### **25% B. Back-up Membership Services and Audience Services**

- B1. Provide back-up in responding to audience/member questions and feedback over the phone and via email.
- B2. Provide back-up for front desk coverage.
- B3. Serve as back-up Radio tour guide.

B4. Incorporate fundraising into communication with members when possible/appropriate.

B5. Maintain strict confidentiality and protect data security for all member transactions in compliance with Purchasing Card Industry standards.

**10% D. Assist with Pledge Drives**

D1. Download pledge drive scripts into Microsoft Word and prepare individual script files.

D2. Review and format scripts for on-air pitchers, as needed.

D3. Set-up pledge drive materials in 2 radio studios.

D4. Answer and follow-up on membership services inquiries via phone and email.

**10% E. Manage Thank-you Gift Inventory and Mailings**

E1. Research thank-you gift vendors and possible thank-you gift items when requested by the Pledge Specialist.

E2. Pull database reports and send requested thank-you gifts to members on a weekly basis, using in-house stock and supplies as well as external vendors.

E3. Manage scheduling and workflow of large-scale mailing events after membership drives.

- a. Secure room for packing.
- b. Schedule and supervise volunteers.
- c. Coordinate with financial manager and mailroom staff to secure necessary postage and mail cages.
- d. Order relevant quantity of packing materials.

E4. Conduct post-pledge drive inventory and update relevant database records.

E5. Conduct post-pledge thank-you gift reporting and analysis.

- a. Run report for thank-you gift request numbers.
- b. Analyze results, breaking data into different member type categories.
- c. Review results and compare with overall trends.

**5% F. Supervise execution of year-round new member thank-you calling**

F1. Pull biweekly new member reports and work with volunteers in WPR regional offices and Madison to assign calls and thank-you note writing.

F2. Review and update call/thank-you note scripts.

F3. For post-pledge drive calls (3-4 times/year), partner with WPR staff in regional offices to set-up volunteer phone banks. Reserve space, setup room and order refreshments, as needed.

**5% G. Manage phone system used by Audience Services and Membership Services**

- G1. Serve as primary resource and manager of multi-line, multi-unit, web-based phone system.
  - a. Trouble-shoot technical issues.
  - b. Plan and organize year-end changes to call routing and messaging.
  - c. Record new phone greetings, as needed.
  - d. Partner with On-air Fundraising Manager to set-up phones for pledge drives, and ensure effective phone system functioning.
  - e. Communicate with service provider contacts, as needed.
- G2. Assist Audience Services Manager in transition to new phone system.
  - a. Help document and clarify call flow requirements, as needed.
  - b. Organize meetings and phone cutover requirements, as needed.

**5% F. Other duties as assigned or apparent**

**Knowledge, Skills and Abilities**

- 1. Ability to communicate in a clear, concise, courteous and positive manner orally and in writing to provide the highest quality of (internal and external) customer service. Maintain confidentiality of donor information.
- 2. Ability to collaborate productively and professionally with staff, volunteers, members and others.
- 3. Ability to effectively engage diverse perspectives and experience, demonstrating respect for others in all workplace relationships and interactions.
- 4. Commitment to professional growth and development.
- 5. Ability to share and receive feedback regarding work. Employ constructive conflict resolution skills and support colleagues in doing the same.
- 6. Strong planning, scheduling and organizational skills with memory for and attention to detail for accurate data entry.
- 7. Ability to analyze and improve systems, processes and approaches and organize complex schedules, including the capacity to establish and meet realistic deadlines.
- 8. High degree of comfort and interest in technology. Microsoft Office and other computer software (Word, Excel, Outlook, PowerPoint, SharePoint, FileMaker Pro) skills and ability to work at computer and desk for long periods of time.
- 9. Ability to work early morning, evening and weekend hours during membership drives (3-4 drives annually) and events and ability to travel occasionally with overnight stays for meeting and event support.
- 10. When stocking thank-you gift supplies, ability to occasionally lift boxes weighing up to 20 pounds.
- 11. Ability to comply with UW and UWEX code of ethics: <http://bami.uwex.edu>.
- 12. Knowledge of public media such as radio, television, and other communications.